



WDIV

ORDER

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Flight Dates 10/15/12-10/21/12

<u>Contract / Revision</u>	<u>261848</u>	<u>/</u>	<u>Product</u>	<u>Order Sep</u>	00:15:00
<u>Original Date / Revision</u>			<u>HOEKSTRA 4 SENATE</u>	<u>Estimate #</u>	
	10/12/12	10/12/12	<u>Agency Com</u> 15%	<u>Alt Order #</u>	06372436
			<u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>	POL/Hoekstra, P/R/SEN/MI				
<u>Agency</u>	Brabender Cox				
<u>Buying Contact</u>			<u>Sales Office</u> PHI	<u>Order Type</u>	GENERAL
1218 Grandview Ave			<u>Sales Region</u> NAT	<u>Billing Cycle</u>	EOM/EOC
1st Floor			<u>Agency Ref</u>	<u>Billing Calendar</u>	BROADCAST
Pittsburgh, PA 15211				<u>Demographic</u>	A35+
				<u>Rev Codes</u>	AGY POL CAND
				<u>Product Codes</u>	PL-State-Republican
				<u>Priority</u>	P-2
				<u>Advertiser Ref</u>	

Primary Account Executive

Nick Welte

Account Executive	Order%	Start Date	End Date
Nick Welte	100%		

Order Share 100% Market Value 24000

Competing Station	% of Order	Amount
CABLE	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WWJ	%	0
WXYZ	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	16	\$20,400.00	\$24,000.00	0.00	10/01/12	10/17/12	16	\$20,400.00	\$24,000.00
Totals	16	\$20,400.00	\$24,000.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals		
															Amount		
E 1	WDIV	10/15/12	10/17/12	7-9am Today Show M-FCM		7-8a	111----	:30	3	\$1,350.00	P-2	0.00	NM	3	\$4,050.00		
				Today Show		(7:00 AM-8:00 AM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	111----		3	\$1,350.00			0.00							
E 2	WDIV	10/15/12	10/16/12	7-9am Today Show M-FCM		8-9a	11-----	:30	2	\$1,350.00	P-2	0.00	NM	2	\$2,700.00		
				Today Show		(8:00 AM-9:00 AM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	11-----		2	\$1,350.00			0.00							
E 3	WDIV	10/15/12	10/16/12	M-F 430-5P Inside Edition CM		430p-5p	11-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00		
				Inside Edition M-F 430-5p													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	11-----		2	\$800.00			0.00							
E 4	WDIV	10/15/12	10/16/12	5-6pm Local 4 News M-FCM		5P-530P	11-----	:30	2	\$1,300.00	P-2	0.00	NM	2	\$2,600.00		
				M-F Local 4 News 5-6pm		(5:00 PM-5:30 PM)											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	11-----		2	\$1,300.00			0.00							
E 5	WDIV	10/15/12	10/17/12		CM	530P-6P	111----	:30	3	\$1,350.00	P-2	0.00	NM	3	\$4,050.00		



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Contract / Revision**261848**Flight Dates**10/15/12-10/21/12**Hiatus DatesOriginal Date / Revision 10/12/12/ 10/12/12Order Sep 00:15:00Advertiser **POL/Hoekstra, P/R/SEN/MI** Product **HOEKSTRA 4 SENATE**Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>														
														Spots	Amount													
5-6pm Local 4 News M-F M-F Local 4 News 5-6pm (5:30 PM-6:00 PM)																												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																												
Week: 10/15/12	10/21/12	111-----	3	\$1,350.00	0.00																							
E 6	WDIV	10/15/12	10/16/12	6-630pm Local 4 News 10M M-F Local 4 News 6-630p		6P-630P		11-----	:30	2	\$1,600.00	P-2	0.00	NM	2	\$3,200.00												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																												
Week: 10/15/12	10/21/12	11-----	2	\$1,600.00	0.00																							
E 7	WDIV	10/15/12	10/16/12	M-F Local 4 News @11p CM 11-1135P Late News		11P-1135P		11-----	:30	2	\$2,900.00	P-2	0.00	NM	2	\$5,800.00												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>																												
Week: 10/15/12	10/21/12	11-----	2	\$2,900.00	0.00																							
														Totals	16	\$24,000.00												